



# Creative California Communities

## 2015-2016 Grant Guidelines

*Deadline: March 30, 2016 5:00 PM – (online submission)*



The Mission of the California Arts Council, a state agency,  
is to advance California through the arts and creativity.

Learn more at [www.arts.ca.gov](http://www.arts.ca.gov)

© 2016 State of California

## California Arts Council



**Governor of California**  
Edmund G. Brown Jr.

### Arts Council Members

Donn K. Harris,  
Chair  
Susan Steinhauer,  
Vice Chair  
Michael Alexander  
Phoebe Beasley  
Christopher Coppola  
Kathleen Gallegos  
Jaime Galli  
Nashormeh Lindo  
Louise McGuinness  
Steve Oliver  
Rosalind Wyman

**Executive Staff**  
**Director**  
Craig Watson

**Deputy Director**  
**vacant**

**Programs Officer**  
Shelly Gilbride

**Address**  
1300 I Street, Suite 930  
Sacramento, CA 95814

(916) 322-6555  
Toll Free (800) 201-6201  
FAX: (916) 322-6575

**Website:** [www.arts.ca.gov](http://www.arts.ca.gov)

**Office Hours**  
8:00 a.m. - 5:00 p.m.  
Monday through Friday

**Purpose:** The California Arts Council (CAC), a state agency, was established in January 1976 to encourage artistic awareness, participation, and expression; to help independent local groups develop their own arts programs; to promote employment of artists and those skilled in crafts in the public and private sector; to provide for exhibition of artworks in public buildings throughout California; and to enlist the aid of all state agencies in the task of ensuring the fullest expression of our artistic potential.

**The Council:** The appointed Council of the CAC consists of 11 members who serve staggered terms. The Governor appoints nine members, the assembly Speaker appoints one member, and the Senate President pro Tempore appoints one member. Council members serve without salary, elect their own officers, and meet throughout the state to encourage public attendance. This body sets policy and has final approval of CAC grants.

**Mission:** To advance California through the arts and creativity.

**Funding:** The CAC is a state agency, funded from the state's annual budget process and proceeds from the California Arts License Plate and the Keep Arts in Schools tax return voluntary contribution fund, supplemented by funds from the National Endowment for the Arts. Its grants are usually matched by foundations, individuals, earned income, government agencies, or other organizations.

**Information Access:** Due to the Public Records and Open Meeting Acts, applications and their attachments are not confidential and may be requested by the media and/or public. Observers may attend but may not participate in, or in any way interfere with, Council meetings. Meeting dates and locations are posted at [www.arts.ca.gov](http://www.arts.ca.gov). Each meeting provides a designated time for public comment, although comments may be time-limited.

**Grants Panels:** Applications are evaluated by panels of experts, recognized in their respective fields, who rank applications according to program criteria. The CAC staff provides information but not recommendations to the panel. The Council reviews panel recommendations before making final funding decisions.

**Appeal Process:** Appeals to CAC funding decisions must be submitted on an official Appeal Form, available from the CAC, and postmarked within 45 days of the decision. Appeals are granted only on the following grounds:

1. Panel's assessment was based on a misstatement of factual information as contained in the application such that it negatively influenced the panel's recommendation; and/or
2. Incorrect processing of the required application material such that it negatively influenced the panel's assessment of the applicant's request for funding.

**Note:** Dissatisfaction with award denial or with award amount is not grounds for appeal.

**Requirements:** The CAC is mandated both by federal and state regulations to fund only organizations that have proof of nonprofit status under sec. 501(c)(3) of the Internal Revenue Code (Fiscal Receivers are eligible in some programs), or under sec. 23701d of the California Revenue and Taxations Code, or entities that are a unit of government; and that comply with the Civil Rights Acts of 1964, as amended; sec. 504 of the Rehabilitation Act of 1973, as amended; the Age Discrimination Act of 1975; the Drug-Free Workplace Act of 1988; California Government Code secs. 11135-11139.5 (barring discrimination); the Fair Labor Standards Act, as defined by the Secretary of Labor in part 505 of title 29 of the Code of Federal Regulation; the Americans With Disabilities Act of 1990 ("ADA"); the Fair Employment and Housing Act; and the Personal Responsibility and Work Opportunity Reconciliation Act of 1996.

**Ownership, Copyrights, Royalties, Credit:** The CAC does not claim ownership, copyrights, royalties, or other claim to artwork produced as a result of a CAC grant. However, the CAC reserves the right to reproduce and use such material for official, noncommercial purpose, including but not limited to use on the CAC website, social media and print materials. In addition, the CAC requires documentation of grants activity, and appropriate credit for CAC partial support.

# CREATIVE CALIFORNIA COMMUNITIES

## 2015-2016 PROJECT GRANT GUIDELINES

DEADLINE: March 20, 2015, 5:00 PM

Apply at [cac.culturegrants.org](http://cac.culturegrants.org)



### **Background**

The Creative California Communities program is rooted in the California Arts Council's (CAC) commitment to build and nourish California's robust creative economy and support of arts-focused creative placemaking.

"In creative placemaking, partners from public, private, nonprofit, and community sectors strategically shape the physical and social character of a neighborhood, town, city or region around arts and culture. Creative placemaking rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire and be inspired."— NEA Creative Placemaking Executive Summary

### **Purpose**

The Creative California Communities (CCC) program supports collaborative projects that harness arts and culture as a creative placemaking strategy. Projects should represent the distinct character and quality of the community and present a vision for enhancing the social or economic livability of that community through the arts. Projects will benefit residents and visitors in California's communities by leveraging the assets of the creative sector (artists, cultural organizations and arts-related businesses) to address community needs or priorities. Proposed projects must be designed and developed in partnership between the applicant organization and at least one partnering organization and should include California artists and their work as central to project design and implementation.

Project must address at least one of the following goals:

- Animate, activate or revitalize communities –neighborhoods, streets, blocks, city, region – using arts as the central project activity and artists as key participants in that effort.
- Activate new arts activities or expanded arts activities/elements within an ongoing event.
- Develop innovative arts –based approaches to address specific community identity, needs, circumstances or priorities.
- Stimulate increased participation/engagement in arts and cultural activities by residents and visitors.
- Bring together local arts, business and/or government entities to build capacity for arts and culture through collective action, and to mobilize public will in the community for the arts and culture.
- Grow creative industries and create jobs and opportunities for California artists.

### **Eligible Funding and Request Amount**

Council has allocated \$2,000,000 for the CCC Program. Requests for support may be made for \$30,000-\$70,000. Grant requests cannot exceed an organization's total income from last completed fiscal year.

### **Matching Funds**

All grant recipients must provide a dollar-for-dollar (1:1) match. The match may be from corporate or private contributions, local or federal government, or earned income. State funds cannot be used as a match. A combination of cash and in-kind contributions may be used to match the CCC request, with a maximum of 50% in-kind contributions permitted with the approval of the CCC Arts Program Specialist (see Staff Assistance).

### **Applicant Eligibility**

- The applicant must be a California-based nonprofit arts organization or local arts agency with a history of arts programming for a minimum of two years prior to the time of application.
- The applicant must demonstrate proof of nonprofit status under section 501(c)(3) of the Internal Revenue Code, or section 23701d of the California Revenue and Taxation Code, or must be a unit of government.
- Use of fiscal agents is not allowed.
- The partnering organization must be California-based.
- Artists working with the applicant arts organization must show professional experience of **at least three years**; must be residents of California; and may not be engaged in the project as full-time students in a degree program.
- Applicants must complete a California Cultural Data Project Funder Report at the time of application.
- Matching funds requirement for this program must be met.
- In order to spread our limited grant dollars, organizations applying to both the Local Impact (LI) and CCC grant program must choose one grant if recommended for funding in both grant categories. Applicants to this program are not restricted from applying to and receiving funding from competitive CAC grant programs other than LI, as long as those funds support distinctly different projects or activities.

### **Project Requirements**

- By June 30, 2017, the applicant must develop and execute a project addressing one or more of the program's goals.
- Project plan must include California artists and arts as a central component of activities, and must include evidence of appropriate compensation for professional artists.
- Project activities must demonstrate high artistic quality and be tied to specified creative placemaking goals and objectives for the applicant, partnership and/or community.
- A public component must be included. Examples may be a culminating presentation, a performance, special event, etc.
- Financial plan must show project viability, community support, and leveraging of assets.

- Project plan must describe motivation behind activities, partnership responsibilities, intended artistic and creative placemaking outcomes, and an evaluation/documentation strategy.
- The project must be designed and developed in partnership between an arts organization (applicant) and at least one other partnering organization, each of which has defined project and decision-making responsibilities. Potential partner(s) may include local government agencies, business leaders, nonprofit organizations, or universities. Partners must include a letter of intent describing its role and resources to be contributed to the project. If unclear about appropriate partner(s), contact CCC Arts Program Specialist, (see Staff Assistance).
- State funds cannot be used for hospitality, purchase of equipment, or out of state travel. Please see page 6 for more detail on what the CAC does not fund.

### **Application Process**

**CAC Cultural Grants** is our online portal for the grant application and review process. CAC does not accept applications through any other means for this program. To apply, new applicants must sign up for a user account to access the CAC Culture Grants system, while returning applicants will log in with an existing user account. Detailed instructions and support can be found at [www.arts.ca.gov](http://www.arts.ca.gov) and via the portal at <https://cac.culturegrants.org>.

### **Application Cycle:**

- **Deadline:** March 30<sup>th</sup> 2016, 5:00 pm (online submission)
- **Grant Dates:** Starting late June 2016 - June 30, 2017. A funding request for a distinct phase of a multi-year project is allowable as long as all proposed activities of the phase are completed by June 30, 2017.

### **Review Criteria**

A peer review panel will evaluate applications based on the following criteria:

- *Project Design:* Development of project design with a realistic timeline, appropriate budget, clear creative placemaking and artistic goals/objectives, and achievable outcomes; clearly defined partner roles and responsibilities; effective public component; appropriateness of marketing and outreach plans; and engagement or support of target audience in project design.
- *Community impact:* Project's relevance to the community and degree to which it addresses community needs or priorities; degree to which the project promotes opportunities to engage in or experience arts; degree to which project leverages partnership assets as evidenced by letters of support from a key stakeholders, partners or collaborators affirming the organization's capacity to serve the community.
- *Artistic merit:* Extent to which California artists are engaged in the project and extent to which artists' skills and expertise support the project goals and objectives as evidenced

by samples of artistic work and support materials, artistic personnel, and arts programming schedule of activities.

- *Management and leadership*: Ability of partnering organizations to implement proposed project as evidenced by qualifications of project's team, viability of project budget, and overall fiscal health of applicant and partnering organizations.
- *Documentation and evaluation plan*: Strength of program assessment and/or evaluation methodology; strategies to document project outcomes and demonstrate the project's value (including both qualitative and quantitative results).

### **Peer Panel Evaluation and Ranking Process**

A peer panel will review all applications and work samples in a multi-step process that involves assigning numerical ranks to an application. A 10-point ranking system will be implemented. Panelists' ranks are averaged to obtain the final score.

#### **10-Point Numerical Ranking System**

<b>10</b>	<b>Model</b>	Meets all of the review criteria to the highest degree possible.
<b>8-9</b>	<b>Excellent</b>	Designates an applicant as a high priority for funding.
<b>5-6-7</b>	<b>Good</b>	Strongly meets the review criteria; however, some improvement or development is needed.
<b>2-3-4</b>	<b>Developing</b>	Has merit, but does not meet the criteria in a strong or solid way.
<b>1</b>	<b>Ineligible</b>	Inappropriate for CAC support.

### **California Arts Council Decision-making**

The final authority for grant decisions is the appointed Council. Subsequent to receiving and reviewing the peer panel's recommendations, the Council will take into consideration the panel's recommendations and make final funding decisions at a public meeting.

If approved by the Council for support, grant amounts may differ from the request amount due to the level of funding available to the program, demand on that funding, and/or the rank a proposal receives from the peer review panel.

Should a grant award be made for an amount less than the request amount, the applicant will be required to confirm that the goals of the original request can be met or modified with a lesser grant award.

### **What the CAC Does Not Fund**

- Former grantee organizations not in compliance with CAC grant requirements (as stipulated in grant agreement)
- Non-arts organizations not involved in arts activities (as applicants)
- For-profit organizations (as applicants)
- Projects with fundraising purposes, including grant writing
- Other state or federal agencies
- Programs not accessible to the public
- Projects with religious or sectarian purposes
- Organizations or activities that are part of the curricula base of schools, colleges, or universities
- Indirect costs of schools, colleges, or universities
- Trust or endowment funds
- Purchase of equipment, land, buildings, or construction (capital outlay or expenditures)
- Out-of-state travel activities
- Hospitality or food costs
- Expenses incurred before the start or after the ending date of the grant

### **Timeline**

January, 2016	Application available
<b>March 30, 2016, 5:00PM</b>	<b>Application deadline (online)</b>
Late June	Funding decisions
Late June	Funding notifications
Late June 2016 – June 30, 2017	Funded activity period

### **Grantee Requirements**

- To better inform our elected representatives as to the value of the arts and the use of state funds, you will be expected to include--with your approved grant agreement--copies of signed letters sent to the Governor and your State Senate and Assembly representatives thanking them for your grant.
- Use CAC logo on all printed, electronic materials, and websites (programs, catalogs, postcards, posters, newsletters, leaflets, publications, etc.) that specifically reference this grant.
- Credit the CAC on all printed and electronic materials: *"This activity is funded in part by the California Arts Council, a state agency."*
- When discussing the project and activities supported by this grant, verbal credit must be given to the CAC.
- A Final Report summarizing grant-funded activities and accomplishments will be required at the end of the grant period.

### **Staff Assistance**

CAC staff is available on a limited basis to offer guidance and clarification in preparing your proposal. We recommend that you contact staff well in advance of the deadline to ensure you

can be accommodated. **Contact Shelly Gilbride: Programs Officer at [shelly.gilbride@arts.ca.gov](mailto:shelly.gilbride@arts.ca.gov) or 916-324-0075.**